

EAST Search History**EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L14	118	((target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (adverti?? \$5 advert\$1 commercials (commercial ADJ message \$1) coupon\$1 incentive\$1 promot?\$2 promotion\$2 sponsor\$4)) SAME syndicat?\$2)	US-PGPUB; USPAT	OR	OFF	2009/11/19 06:50
L16	13	14 SAME (RSS Atom)	US-PGPUB; USPAT	OR	OFF	2009/11/19 06:50
L18	1	(14 NOT 16) SAME XML	US-PGPUB; USPAT	OR	OFF	2009/11/19 06:54
L19	58	(14 NOT (16 18)) AND (RSS Atom XML)	US-PGPUB; USPAT	OR	OFF	2009/11/19 06:56
L21	8	19 AND (@ad<"20031231"@prad<"20031231"@rlad<"20031231")	US-PGPUB; USPAT	OR	OFF	2009/11/19 06:57
L22	8	21 AND updat?\$2	US-PGPUB; USPAT	OR	OFF	2009/11/19 07:04

11/ 19/ 2009 7:08:01 AM

**C:\ Documents and Settings\ dchampagne\ My Documents\ EAST\ Workspaces\ 10750361
\ syn_and_tgtng.wsp**